Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (currently amended) A computer-implemented method for managing digital content for a company website on a global basis, including the steps of:

receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises data elements;

creating said data elements ~~updated content~~ according to said request;

storing each of said data elements as a markup language file ~~updated content~~ in a database globally accessible by a reviewer, wherein said data elements are ~~updated content is~~ decoupled from said content page;

routing said data elements to said reviewer, wherein each of said data elements is individually routed; and,

creating an updated content page when each of said data elements has been authorized, wherein said updated content page comprises content mapping data which includes instructions for mapping ~~to~~ said data elements to said updated content page. ~~updated content;~~

~~storing a markup language file comprising said updated content page in said database; and,~~

~~publishing said markup language file to said company website upon receiving approval of said updated content from said reviewer.~~

2.   (previously presented) The method of claim 1, wherein said markup language file is in the eXtensible Markup Language (XML) format.

3.   (previously presented) The method of claim 1, further including the steps of:

retrieving said markup language file from said database; and

translating said markup language file from a first markup language format to a second markup language format for presentation on said company website.

4.   (currently amended) The method of claim 1, wherein storing said <u>data elements as said</u> markup language file includes storing said markup language file in an extensible database that is platform and software independent.

5.   (previously presented) The method of claim 1, further including the steps of:

retrieving said markup language file from said database; and

translating said markup language file from a first markup language format to an HTML format for presentation on said company website.

6.   (currently amended) The method of claim 1, wherein storing said <u>data elements as said</u> markup language file includes storing said markup language file, wherein said markup language file is an XML file, in an extensible database that is platform and software independent.

Claims 7-13 (cancelled).

14.   (currently amended) A computer-readable storage medium containing a set of instructions for a general-purpose computer comprising:

receiving, at a content management application, a request to create updated content for a content page within said company website<u>, wherein said updated content comprises data elements</u>;

creating said <u>data elements</u> ~~updated content~~ according to said request;

storing <u>each of</u> said <u>data elements as a markup language file</u> ~~updated content~~ in a database globally accessible by a reviewer, wherein said <u>data elements are</u> ~~updated content is~~ decoupled from said content page;

<u>routing said data elements to said reviewer, wherein each of said data elements is</u> <u>individually routed; and,</u>

creating an updated content page <u>when each of said data elements has been authorized,</u> wherein said updated content page comprises content mapping data which includes instructions for mapping ~~to~~ said <u>data elements to said updated content page.</u> ~~updated content;~~

~~storing a markup language file comprising said updated content page in said database;~~ ~~and,~~

~~publishing said markup language file to said company website upon receiving approval of~~ ~~said updated content from said reviewer.~~